Document 47-5

Filed 10/09/2007

Page 1 of 10

```
RESP_ID
         45231
         30 to 49
Age:
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                           na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         45385
         50 or above
Age:
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
          I don't use that type of thing.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of . . . ? )
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                           No
                moho
                                           No
         45427
RESP ID
Age:
         30 to 49
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                          No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
```

```
RESP_ID
         45468
         30 to 49
Age:
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
         I honestly don't know.
Q3.0
         [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
          [Have you ever heard of...?)
Q4.1
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         46342
         30 to 49
Age:
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         Kodak EasyShare.
Q3.1
         That's it.
          [Have you ever heard of...?)
Q4.0
                                          No
                lulu
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
RESP_ID
         46487
         14 to 29
Age:
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         No not really.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
```

```
RESP ID
         46751
Age:
         50 or above
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
         Don't know of any.
Q3.0
          [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         46753
         50 or above
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         I don't know.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         47216
Age:
         14 to 29
Gender:
         Male
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Digital Blasphemy.
Q3.1
         None.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
          [Have you ever heard of...?)
04.1
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
```

```
RESP_ID
         47647
Age:
         30 to 49
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
         I don't know.
Q3.0
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
               blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          Yes
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP_ID
         47700
         30 to 49
Age:
Gender:
         Male
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
         [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
          [Have you ever heard of...?)
Q4.1
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         47717
Age:
         30 to 49
Gender:
         Male
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I don't know any at all.
         [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

```
RESP_ID
         47984
         30 to 49
Age:
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
         I can't think of any right now.
Q3.0
          [Have you ever heard of . . . ?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         48111
          14 to 29
Age:
Gender:
          Female
          [Names of internet sites that offer self publishing]
Q3.0
          YouTube, MySpace and Bebo.com.
Q3.0
          That's all I know.
Q3.1
          [Have you ever heard of...?)
Q4.0
                lulu
                                           No
                blurb
                                           Yes
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
          [Have you ever heard of . . . ?)
04.1
                lulu
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP_ID
          48219
          30 to 49
Age:
          Male
Gender:
          [Names of internet sites that offer self publishing]
Q3.0
          Right off the bat can't tell you anything.
Q3.0
          I don't know any.
Q3.1
          [Have you ever heard of...?)
Q4.0
                lulu
                                            No
                blurb
                                            Yes
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                            Yes
          [Have you ever heard of . . . ?)
Q4.1
                lulu
                                            na
                blurb
                                            na
                iuniverse
                                            na
                authorhouse
                                            na
                trafford
                                            na
                moho
                                            na
```

Page 6 of 10

```
RESP_ID
         48320
Age:
          50 or above
Gender:
          Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Like YouTube.
          I can't think of them.
Q3.1
          [Have you ever heard of...?)
Q4.0
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         48447
Age:
          14 to 29
Gender:
          Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          None.
          [Have you ever heard of...?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                          na
                trafford
                                           na
                moho
                                           na
04.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                           No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         48516
Age:
          30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Cafetress.
         Can't think of anything.
Q3.1
Q4.0
          [Have you ever heard of . . . ?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
```

Page 7 of 10

```
RESP_ID
         48568
         50 or above
Age:
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
         [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          Yes
                authorhouse
                                          No
                trafford
                                          Yes
                moho
                                          No
RESP_ID
         48629
         14 to 29
Age:
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         No idea.
          [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                           Yes
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          Yes
RESP_ID
         48654
Age:
         30 to 49
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         None.
Q4.0
         [Have you ever heard of . . . ? )
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          Yes
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

```
RESP ID
         48744
Age:
         30 to 49
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          Don't know
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         48764
Age:
         14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         ABC Family, MTV and VH1.
Q3.1
         Disney channel.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          NO
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
RESP ID
         48867
Age:
         14 to 29
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         YouTube and Facebook.
Q3.1
         I can't think of anymore.
          [Have you ever heard of...?)
Q4.0
                lulu
                                           No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          Yes
                trafford
                                          No
                moho
                                          No
04.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                           na
```

```
RESP_ID
         49037
         50 or above
Age:
Gender:
         Male
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I can't think of any.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
               blurb
                                          na
               iuniverse
                                          na
               authorhouse
                                          na
               trafford
                                          na
               moho
                                          na
Q4.1
         [Have you ever heard of...?)
               lulu
                                          No
               blurb
                                          No
               iuniverse
                                          No
               authorhouse
                                          No
                trafford
                                          No
               moho
                                          No
RESP ID
         49077
         30 to 49
Age:
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Um, Flickr and YouTube. Um, I believe that there's some others
         for books but can't think of the name.
Q3.1
         Uh, well, certainly any blogging software allow for self
         publishing. Let's see, um, I can't think of any others.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          Yes
               blurb
                                          No
                iuniverse
                                          No
               authorhouse
                                          No
               trafford
                                          No
               moho
Q4.1
         [Have you ever heard of...?)
                lulu
                                          na
               blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
                                          na
         49221
RESP ID
         30 to 49
Gender:
         Male
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         eBay.
Q3.1
         None.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          No
               blurb
                                          No
                iuniverse
                                          No
               authorhouse
                                          No
                trafford
               moho
         [Have you ever heard of...?)
Q4.1
                lulu
                                          na
               blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
               moho
                                          na
```

VIDEO CONTENT INTERNET SITES

```
RESP_ID
         49419
Age:
          50 or above
Gender:
          Female
Q3.0
          [Names of internet sites that offer video content]
Q3.0
          PBS.com.
Q3.1
          YouTube.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                mySpace
                                           Yes
                youtube
                                           na7
                photobucket
                                          No
                digg
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na8
                myspace
                                           na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
         49435
RESP ID
Age:
         30 to 49
Gender:
         Female
          [Names of internet sites that offer video content]
Q3.0
Q3.0
          YouTube.
Q3.1
         I don't really get on it that much. Jesus music and then MTV
         and Yahoo video.
Q4.0
          [Have you ever heard of . . . ?)
                lulu
                                          No
                mySpace
                                          Yes
                youtube
                                          na
                photobucket
                digg
                                          No
                moho
                                          No
04.1
          [Have you ever heard of...?)
                lulu
                                          na
                myspace
                                          na
                youtube
                                          na
                photobucket
                                          na
                digg
                                          na
                moho
                                          na
```

⁷Respondents were not asked about internet sites they identified in response to Q3.0 or Q3.1.

^{*}Respondents were either asked Q4.0 or Q4.1.